

# Jewelry Central Partners with Nickelodeon for the Whole Lotta Love Sweepstakes

NEW YORK, N.Y., Feb. 2 (SEND2PRESS NEWSWIRE) – JewelryCentral.com, a leading retailer of [engagement rings](#) and fine jewelry has entered into an agreement with Nickelodeon to provide prizes for the ParentsConnect.com sweepstakes. Nickelodeon is the most watched television network for kids in the United States, and a division of MTV Networks and Viacom Inc. (NYSE: VIA and VIA.B). For the grand prize, one lucky contestant will receive a heart-shaped diamond and garnet necklace from Jewelry Central. The grand prize winner will also receive other lovely items. Visit [www.ParentsConnect.com](http://www.ParentsConnect.com) to enter the sweepstakes.

Jewelry Central provides consumers with a superior alternative to shopping at a traditional retail store. The company offers thousands of independently certified loose [diamonds](#), engagement rings and fine jewelry at exceptional values. In addition to the below retail prices, shoppers enjoy the extra convenience of browsing a vast selection of jewelry in one place from the comfort of their home or office. People are comfortable purchasing luxury items on the internet, and are buying less from brick and mortar retailers.

JewelryCentral.com provides a unique, simple and enjoyable way to buy [engagement rings](#) and fine jewelry. What makes the company a success is their dedication to customer service, and ongoing improvements to their Web site. To create a tangible visual experience, the company provides multiple views of each product, which can be enlarged to show detail. By making the buying experience more realistic, the company makes it easy to make an informed purchase.

This past fall, the company introduced 3D diamond movies to create a stunning visual experience for Web site visitors. Jewelry Central gives shoppers the option of viewing a beautiful three dimensional movie when looking at an individual diamond. Reviews of this new innovative content have been very positive, indicating increased customer satisfaction.

Each presentation shows how a diamond sparkles as light enters and exits the stone, while displaying flashes of color. This new technology dominates the Web in terms of having the most visually impressive presentation of a diamond. Most all other online companies do not offer their customers 3D diamond animations.

A famous animation studio in Hollywood, California developed this new technology. Animators built computer models to reproduce the facets and proportions of each diamond shape, and then used advanced CG technology to add color and produce the finished movies. Later this year, Jewelry Central will be introducing more animated content to enhance the customer experience.

Please visit [www.jewelrycentral.com](http://www.jewelrycentral.com) for more details.

News issued by: Jewelry Central



Send2Press® Newswire

Original Image: [https://www.send2press.com/wire/images/10-0202-JewelryCtr\\_72dpi.jpg](https://www.send2press.com/wire/images/10-0202-JewelryCtr_72dpi.jpg)

# # #

Original Story ID: (5648) :: 2010-02-0202-002

Original Keywords: Jewelry Central, retailer of engagement rings and fine jewelry, Nickelodeon, ParentsConnect sweepstakes Whole Lotta Love, JewelryCentral, 3D diamond movies, independently certified loose diamonds, engagement rings and fine jewelry, Viacom, NYSE VIA, Parents Connect Jewelry Central New York New York